

# Alert to their needs

How one retailer uses SMS  
to deliver instant information



People like to be kept informed. Having the information you expect or need gives you the sense of being in control. It can make life much easier – and sometimes it can even save lives.

Every company has to communicate with its customers and employees. The companies that do it best are the ones that empathize with their people – that understand what information they need and when.

That's why, if you've got vital, time-sensitive messages that you need to communicate quickly, reliably and at scale, SMS is the channel you need. So you're not just communicating; you're delivering Empathetic Interactions.



# How a Fortune 100 Retailer nailed shipping alerts

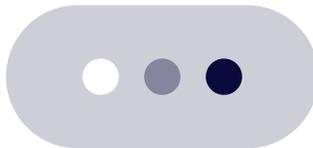
When it comes to alerts, a lot of enterprises have got it the wrong way around.

Normal practice puts the responsibility on the customer to log on to a website and check when their parcel is being delivered. And even where retailers do communicate, there are problems. Emails and voice calls are too slow or too intrusive which means messages don't cut through – which in turn leads to missed packages, wasted deliveries and disappointed customers.

But for our client, a Fortune 100 retailer, this way wasn't good enough. They wanted to improve the buying experience for their customers – and increase their own efficiency. That meant finding a fast, effective way to streamline package shipping status communications – that also scaled to reach millions of customers.

## Alerting the way customers want

Using OpenMarket's reliable mobile messaging network, the company designed a system that could deliver time-critical SMS notifications for customers who need immediate shipping status on their orders.



So, if a customer makes an online order, they can sign-up to get SMS alerts sent to their mobile phone. Through the delivery process, the customer gets updates like: 'Your package has been dispatched'; 'Your package is on a carrier vehicle: estimated delivery time: 7pm'; 'Your package has been delivered'.

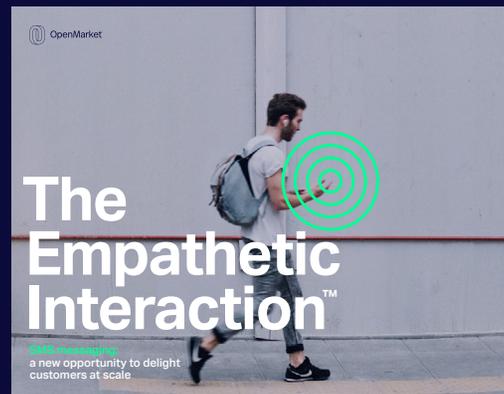
This gives customers the information they need right away, so they don't need to check a website, search their emails or call customer service for help.

Sending SMS notifications on a network they can trust means our client's customers know they're being looked after – and means our client makes efficiency savings along the way. Win-win.

# We're OpenMarket

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession.

**We'd love to do the same for you.**



For more stories where SMS made the difference, [check out our empathetic interaction eBook.](#)